Permit #F00051047

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00051047 **Type of Permit:** FILMING **Release Date:** 04/03/2012

Production Company WILD PLUM

Insured Company Name WILD PLUM

Contact Phone No. 1 310-823-7445
Contact Phone No. 2
Fax
Address 2128 NARCISSUS CT
VENICE, California 90291

Production Title AT&T MASH UP

Type of Production Music Video

Producer BRANDON BONFIGLIO

Director MICHAEL JOHNSON

1st AD JAVIAR VARGAS

Production Manager JENN MICHELSON

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager JASON BENFIELD
Primary Phone Office - 323-253-4613
Secondary Phone

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$138.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,003.00

Number of Locations 1

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Summary Information — Location

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Production Title AT&T MASH UP

Location Manager JASON BENFIELD
Primary Phone Office - 323-253-4613
Secondary Phone

Location Address 2416 Abbot Kinney Blvd, Los Angeles, CA, 90291

Location Type Loft

Film Dates 4/4/2012 - 4/4/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
51047, Wild Plum AA jm.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Motor Homes	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	59

Filming Activities Equipment on property; Equipment on sidewalk only.; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** J6

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Parking
Base Camp
Location Type : Filming Location
Parking Notes
PCI DELL LOT on Venice Bl

70 spaces requested.

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs N/S ABBOT KINNEY BLVD., WOODLAWN AVE- ANGELUS PL
W/S CRESTMOORE PL., ABBOT KINNEY BLVD- NORTH 300'

Approximate Footage 301 - 600 **Log Number** 33710

Date(s) 4/4/2012 to 4/4/2012 **Time(s)** 07:00 to 22:00

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APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Wild Plum ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf provided Principal has pre-approved such agreements. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 4/3/12 By _____
Representative's Signature

Wild Plum
Name of "Principal" (Production Company)

2129 Narcissus Court
Principal's Address

Jean Michelson
Print Princpal Representative's Name

Venice CA 90291
City, State, Zip Code

Prod. Manager
Representative's Title (i.e. UPM, Loc Mgr)

310 823 7445
Principal's Telephone Number

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SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT